

# psm

PROTECTION SÉCURITÉ MAGAZINE

Les Solutions pour les Professionnels de la Sûreté - Sécurité

## “Protection Security Magazine”

### MEDIA KIT 2021

THE N° 1 MEDIA FOR PROFESSIONALS IN SECURITY, SAFETY AND FIRE PROTECTION

- Magazine
- Buyer's Guide
- Special Issues
- Web site
- e-newsletter
- Directory
- Online tradeshow
- Database
- 2021 Editorial Calendar



**SUPPLIERS,  
INTEGRATORS,  
INSTALLING DEALERS,  
DISTRIBUTORS...  
SPECIAL SECTION!**



For further information, contact Jérôme PERROTTE  
jp@protectionsecurite-magazine.fr or  
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+33 6.09.17.09.50

# THE MAGAZINE

**The only french magazine that reaches both suppliers and end users!**



# N°1

## on the market

The only magazine on the market to be read by almost all Security, Safety, and Fire Protection Professionals.

A top quality circulation, 100% useful to a highly targeted audience of decision makers!

Average circulation per issue  
July 1st 2019 to June 30th 2020

# 16.534

copies

The highest circulation in the BtoB Security & Safety trade press!  
Certified circulation.  
Bonus circulation during trade shows.

**PSM** is the n° 1 active, business communication tool, dedicated to Security, Safety and Fire Protection, in companies and communities. It has provided a solution to your specific needs for over 20 years.

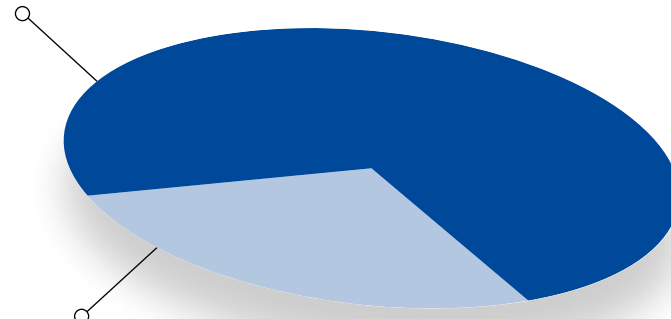
The leading source of information for professionals in Safety, Security, and Fire Protection, PSM addresses all relevant actors, be they Prescribers, Endusers, (Security and Risk Managers, Consulting Firms, Engineering Office, Buyers...) or Professionals in Security and Safety (Installers, Electricians, Systems Integrators, Service providers, Distributors, Manufacturers, Importers...) in creating awareness of what's happening in the sector.

Every 2 months, a highly qualified team of journalists offer unique, relevant editorials about the latest, most up-to-date information on the market status, new product launches, professional standards, contracting and purchasing, useful, pertinent feedback, new regulations and legal evolution, exclusive interviews with major contributors in the market, case studies...

The only magazine 100% dedicated to Security and Safety!

### 73 % Professionals in Security and Safety :

33% Manufacturer/Integrator, 25% Installer/Electrician, 21% Security Dealer and Distributors, 15% Security companies, 4% Consultants, Training, ...



### 27 % Prescribers and Endusers

45 % Service companies, 20% Government & Military, 10% Building companies, 10% Industry, 10% Institutional facilities (Health, ...), 5% Other (Infrastructure, ...)

**The only magazine 100% Safety and Security!**

**73 % Suppliers  
27 % End Users**

→ The only magazine on the market with such a significant circulation on Security, Safety & Fire Protection professionals!

→ A readership of over 33.200 readers with 2.1 readers per issue!

**+ SUPPLIERS,  
INTEGRATORS,  
INSTALLING DEALERS,  
DISTRIBUTORS...  
SPECIAL SECTION !**



**An exclusive audience you will find nowhere else!**

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# THE MAGAZINE

**An editorial environment to maximize your exposure and build brand awareness**



**SUPPLIER SECTION.** The Integrators, Installing Dealers, Distributors, Consultants & Manufacturers Special Section cover all information and news on what is going in business within those suppliers.



**THE NEWS PAGES,** all relevant information on legislation, standards, examples of security and safety practices, trends in security, legal regulatory monitoring, market development, nominations, agendas... Ending with an interview with a leading player in the market.



**VIDEOSURVEILLANCE, ACCESS CONTROL, INTRUSION, FIRE...** in each issue, extensive articles on trade practices, continually updated technological know-how and field experiences, feedback and exchanges with professionals, prescribers and endusers... To assist our readers in their daily decision making.



**THE FOCUS PAGES,** an opportunity to step back and focus on specific categories of products, recently launched products, new trends in the market...



**IN WHAT'S NEW,** all new products, start-ups, the latest trends and developments on the market and an exclusive interview with a manufacturer

**MEDIA PARTNER**  
**BONUS CIRCULATION!**  
ON THE EVENTS



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# THE MAGAZINE

## 2021 Magazine Advertising Rates (€)



FORMAT	MM (L X H)	RATES
Gatefold Cover	Front 100 x 195 / Back 100 x 297	5.950 €
On Cover	Front 210 x 150 / Back 210 x 297	6.400 €
2nd Cover	210 x 297	4.550 €
3rd Cover	210 x 297	4.550 €
4th Cover	210 x 297	4.950 €
Page	210 x 297	4.200 €
1/2 Page	Horizontal : 181 x 126 / Vertical : 91 x 257	2.900 €
1/4 Page	91 x 124	1.600 €
Special Advertising Section	210 x 297	4.400 € (Layout and editorial: + 250 €)
Posed inserts or samples (on the magazine cover, 2 or 4 pages maximum 20 gr. Price not discountable)		4.275 €
Loose inserts or samples (inserted in the magazine, 2 or 4 pages maximum 20 gr. Price not discountable)		5.500 €
Bounded inserts (4 pages, maximum 20 gr. Price not discountable)		5.100 €
Classified ads: 1 module, 2 modules, 3 modules	1 module : 85 x 58	640 € 960 € 1.600 €

### SPECIAL OFFERS

- Post-it
- Adhesive sample
- Banderole
- Memento
- Facsimile
- Flap on 1st cover
- Customized Buyer's Guide
- Customized Directory
- Bookmark

Contact us

### BI MÉDIA PACK

Magazine + Web - 5 %

### TRADESHOW PACK

Take advantage of **PSM's** large number of e-communication tools to be better positioned at tradeshows, generate more visitors and contacts, benefit from our converged media services to highlight your new products and product presentations!

- 1/2 Page 4 colour + Editorial (tradeshow dossier)
  - + Top Banner web site protectionsecurite-magazine.fr 1 month before tradeshow date
  - + Top Banner e-salon-protectionsecurite.fr 1 month before tradeshow date
  - + Top Banner annuaire-securite.fr 1 month before tradeshow date
  - + Button e-newsletter 1 month (2nd newsletter) before tradeshow date
- (Price not discountable)

- 50 %  
3.150€ instead of 6.300 €

### NEW PRODUCT & SERVICE PACK

New product or service to launch on the market?  
**PSM** offers an effective, customized tool to ensure a successful launch!

- 1/2 Page 4 Colour + What's New Editorial magazine
- + What's New E-newsletter with a direct link to your product on e-salon-protectionsecurite.fr
- + Your product referenced for 1 year on e-salon-protectionsecurite.fr
- + Top Banner on e-salon-protectionsecurite.fr 1 month

- 25 %  
4.511 € instead of 6.015 €

Special Position: + 10% - B&W and 2 colors = 4 color -20% - Payment terms: 30 days - Policy Regulation on www.psm-magazine.fr  
Mechanical Requirements: High resolution 300dpi (jpeg) or Adobe Acrobat files (pdf) - Color proof required - Provide a 5 mm overflow.

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# THE MAGAZINE

## 2021 SPECIAL OFFER (€)



### MAGAZINE PRIVILEGE SPECIAL CONTRACT

		<b>+ 50% Discount!</b>
<b>PACKAGE A</b>	9 x 1/4 pages + 1 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 896 €	10.404 € instead of <del>20.800 €</del>
<b>PACKAGE B</b>	13 x 1/4 pages + 1,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 835 €	14.700 € instead of <del>29.400 €</del>
<b>PACKAGE C</b>	17 x 1/4 de page + 2 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 819 €	18.996 € instead of <del>38.000 €</del>
<b>PACKAGE D</b>	21 x 1/4 de page + 2,5 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 725 €	23.304 € instead of <del>46.600 €</del>
<b>PACKAGE E</b>	25 x 1/4 de page + 3 Page Special Advertising Section + 3 month companion site banner Extra 1/4 page: 685 €	27.600 € instead of <del>55.200 €</del>

You may use your 1/4 pages as you want (1/4 page or 2 for 1/2 page or 4 for 1 page), except for Covers, and when you want (inside 1 year after signature or acceptance of Order).

Single invoice at time of signature or acceptance of Order.  
Full cash payment before 1st insertion.  
Net prices, not discountable or commissionable.

If cancellation before the end of the contract, price will be recalculated according to standard price minus following discount:

- 1 to 2 insertions = -10%,
- 3 to 4 insertions = -15%,
- > 4 insertions = -20%.

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# THE BUYER'S GUIDE

**To generate more demand and contacts!**



## THE 2022 ANNUAL BUYER'S GUIDE

The **PSM** Annual Buyer's Guide is sent to all subscribers (16.534 copies) with the September issue and distributed at trade shows where we are a media partner. This is an essential work tool for our readers as it references all products, materials and equipment on the market in the form of complete, technical data sheets, filed by topic. The Buyer's Guide is coupled with the 1st online trade show, e-salon-protectionsecurite.fr, be sure to have all your products referenced online! Keep your name in front of your customers!



## e-salon-protectionsecurite.fr: THE 1ST ONLINE TRADESHOW ON SECURITY, SAFETY AND FIRE PROTECTION!

In 2020 :  
9.900 Unique Visitors  
61.000 Viewed Pages

A permanent, 365 days a year, online Trade Show!

- The only Product Guide available on the french market!
- On your stand, the specification sheet of your products: videos, more picture, contacts, technical brochure, catalogs, quotation request and prices, your distribution list, your upcoming exhibitions...
- You show how many products you want!
- A complementary marketing tool to your own website and exhibitions.



## THE MAGAZINE'S BUYER GUIDE

The Magazine's Buyer Guide is a very practical section at the end of the magazine that provides complete referential support and enables our readers to quickly locate a supplier by main category. A regular and economic press coverage with your logo and contacts. At a very low cost, you will systematically be seen at the end of the magazine by our 33.200 readers. We connect you with a highly targeted audience, your clients and prospects will easily find you. An inexpensive, complementary communication tool that enhances and maximizes your visibility!



## 2022 Annual Buyer's Guide (€) (Price not discountable)

<b>PER PRODUCT</b>	Specification sheet	<b>315 €</b>
<b>DISCOUNT:</b> 2 to 3 products -25% - 4 products and more -50%		
4th Cover Page	148 x 210 mm	<b>4.200 €</b>
1/2 Page	148 x 210 mm	<b>3.100 €</b>
	148 x 100 mm	<b>2.310 €</b>



## Online tradeshow e-salon-protectionsecurite.fr

1 an - incl reporting, modifications, administration  
(Price not discountable)

<b>NO. OF PRODUCTS PER STAND</b>	Technical data sheet + videos, + visuals, + contacts, catalogue, technical brochures...	<b>+100 €</b>
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**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

Top Banner home page - 1 month	728 x 90 pixels	<b>1.000 €</b>
Banner (all pages) - 1 month	728 x 90 pixels	<b>1.600 €</b>

## Magazine's Buyer Guide (Price not discountable)

<b>6 issues - 1 year</b>	Module 40 x 43 mm with logo, text and contacts	<b>1.100 €</b>
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# SPECIAL ISSUE

## The PSM PRIVATE SECURITY Special Issue, additional marketing tool to the magazine



### 2021 CONTENTS

- Hospital security
- How to choose your Private Security partner?
- Private Security training
- Mobile camera
- Technology & Men
- ...

### PRIVATE SECURITY SPECIAL ISSUE

The PSM PRIVATE SECURITY Special Issue will be sent with next november **PSM** issue.

Editorial will be dedicated to all information helping Security Managers to better handle changes in their business and technological advances.

A unique information and marketing tool on the market to reach Private Security companies, End Users and Government.

FORMAT	MM (L X H)	RATES
2nd cover (facing Summary)	170 x 240	4.550 €
3rd Cover	170 x 240	4.550 €
4th Cover	170 x 240	4.950 €
Page	170 x 240	4.200 €
1/2 Page	Horizontal: 135 x 85 Vertical: 65 x 190	2.900 €
1/4 Page	65 x 85	1.600 €
Special Advertising Section	170 x 240	4.400 € (Layout and editorial: + 250 €)

# WEB

## A global, digital information offer, available on all terminals!



16.000 individual visitors monthly

### THE COMPANION WEBSITE

#### protectionsecuritemagazine.fr

With more than 18.000 individual visitors monthly, 64.000 pages viewed every month, the companion website, protectionsecurite-magazine.fr, is clearly and by far the 1st professional web portal in terms of audience, on the subject of security and safety. With its News updated on a daily basis, its Archives (accessible to paying subscribers only), the Special Features, the tradeshow agenda, the classified ads, new products, and links to different PSM sites (directories, online tradeshow...), protectionsecurite-magazine.fr has definitely become the best, most dedicated website in security and safety!



19.000 subscribers

### THE E-NEWSLETTER

The only bi-monthly newsletter in the sector, keeping our readers closely connected, more efficient, breaking news... the PSM e-newsletter is sent to more than 19.000 subscribers. This quick pace and top quality exclusive business information (many of you have congratulated us on the quality of our articles!) makes this an ideal source of web communication.

### NATIVE ADVERTISING

Native advertising is a type of advertising online, that matches the form and function of the platform upon which it appears. In many cases, it manifests as an article produced by an advertiser with the specific intent to promote a product, while matching the form and style which would otherwise be seen in the work of the platform's editorial staff. The word «native» refers to this coherence of the content with the other media that appears on the e-newsletter or web site. Available on News or What's New section, for more efficiency!



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# WEB

## 2021 Web Advertising Rates (€)

**THE COMPANION SITE** protectionsecurite-magazine.fr  
**THE ONLINE TRADESHOW** e-salon-protectionsecurite-magazine.fr  
**THE ONLINE DIRECTORY** annuaire-securite.fr  
 (rotation)

	PIXELS (l x h)	3 MONTHS	2 MONTHS	1 MONTH
Top Banners	728 x 90 et 320 x 100	2.350 €	1.700 €	1.100 €
Banner	728 x 90 et 320 x 100	2.000 €	1.500 €	980 €
Square	200 x 200	1.200 €	880 €	650 €
Native Advertising News		3.100 €	2.400 €	1.600 €
Native Advertising What's New		2.400 €	1.900 €	1.300 €
Video	420 px - 2 Mo	-	-	2.000 €

**THE E-NEWSLETTER** (Watch out! Limited advertising space!)

	PIXELS (l x h)	3 MONTHS (6 e-newsletter)	2 MONTHS (4 e-newsletter)	1 MONTHS (2 e-newsletter)
Top Banners	320 x 100	4.000 €	2.650 €	1.850 €
Banner	320 x 100	3.100 €	2.150 €	1.550 €
Square	200 x 200	2.250 €	1.650 €	1.200 €
Native Advertising News		4.400 €	3.050 €	2.250 €
Native Advertising What's New		3.800 €	2.650 €	1.900 €

### BI-MÉDIA PACK

Magazine + Web - 5%

### WEB PACK

2 Web - 5% (ex : E-newsletter + Companion Site)  
 3 Web - 10%  
 4 Web - 15%  
 5 Web - 20%

### SITE ADVERTISING FORMATS

The screenshot shows the psm website interface with several advertising spots highlighted by red boxes and labels:

- TOP BANNER:** Located at the top right of the page.
- BANNER:** Located in the main content area, above the 'Actualités' section.
- SQUARE:** Located on the left side of the page, near the 'Agenda' section.
- Native Advertising NEWS:** Located in the main content area, below the 'Actualités' section.
- Native Advertising WHAT'S NEW:** Located at the bottom of the page.

### E-NEWSLETTER ADVERTISING FORMATS

The screenshot shows the psm e-newsletter interface with several advertising spots highlighted by red boxes and labels:

- TOP BANNER:** Located at the top of the newsletter.
- BANNER:** Located in the main content area, below the 'actus' section.
- Native Advertising NEWS:** Located in the main content area, below the 'BANNER'.
- Native Advertising WHAT'S NEW:** Located at the bottom of the newsletter.

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# OUR ONLINE DIRECTORY

## The most comprehensive listing in the sector!



### THE ONLINE SECURITY & SAFETY DIRECTORY

**annuaire-securite.fr**

The Security and Safety Directory classifies almost 1.000 Manufacturers, Distributors, Installers, Integrators, Distributors, and Service providers referenced with their professional contact details, classed by geographical regions.

This Directory is available all year on **annuaire-securite.fr**.

You will have a higher visibility in this online directory with your framed logo + text at a very low cost.

**1 year on the online Directory!**

### Security and Safety Directory Advertising 2021 Rates (€)

(Price not discountable)

<b>PER COMPANY</b> (Price not discountable)	1 year on web site annuaire-securite.fr	<b>200 €</b>
	1 year on web site annuaire-securite.fr + framed logo + text	<b>330 €</b>

**For higher visibility!**

**DISCOUNT:** 2 to 3 products -25% - 4 products and more -50%

Top Banner home page - 1 month	728 x 90 pixels	<b>1.100 €</b>
Top Banner your page - 1 year	728 x 90 pixels	<b>1.600 €</b>



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# DATABASE



## The most up to date, qualified, targeted base to maximize your multichannel marketing!

Thanks to its wide base of online users (prospects, subscribers, and those registered for the E-newsletter), **PSM** provides you with its client file.

As our database is continually updated during the year by phone calls, you are able to directly contact major Distributors, Integrators, Installers, Electricians, Security Managers... 16.000 nominative postal adresses and 18.000 nominative emails.

<b>MAILING</b>	<b>Fixed cost: 250 €</b>
One time rental 16.000 nominative addresses Targeting not available (price not discountable)	<b>4.875 €</b>

<b>E-MAILING</b>	<b>Fixed cost: 250 € (1 x h)</b>
18.000 direct email – Overall management of sending – Tracking – Targeting not available	
E-mailing without follow-up	<b>3.100 €</b>
E-mailing with follow-up (1 month maxi after 1st campaign)	<b>4.300 €</b>
The prices include: bulk emailing with one visual «ready to send» by client, format HTML or 1 image PDF, JPEG, GIF, price not discountable. Graphic design from self provided elements: 450 €	



# 2021 EDITORIAL CALENDAR

N°	SECTIONS	SPECIAL SECTIONS	DEADLINE
N° 263 Jan/Feb	VIDEOSURVEILLANCE: Miniaturisation ACCESS CONTROL: Motorized electric locks and armoured doors INTRUSION: Light curtain control FIRE: Safety & Security signs RISK: Social housing FOCUS: Thermal cameras	How to choose your Integrator? <b>PLATINIUM SECURITY EXHIBITION</b> <b>SECURI DAY'S</b> <b>UNIVERSITÉ DE LA SÉCURITÉ</b> Media Partner – Exhibition bonus circulation!	Dec 15
N° 264 Mar/Apr	VIDEOSURVEILLANCE: 4K, 7K... camera ACCESS CONTROL: Post Covid: Contactless readers INTRUSION: 3D thermal sensors FIRE: Oxygen depletion system RISK: Warehouses FOCUS: Intrusion detection	Safety & Security audit <b>GALA DE LA SÉCURITÉ</b> <b>ACCESS SECURITY</b> Media Partner – Bonus Exhibition circulation!	Feb 12
N° 265 May/Jun	VIDEOSURVEILLANCE: Which video storage system? ACCESS CONTROL: IP-Intercom INTRUSION: False alarm FIRE: Automatic fire suppression system RISK: Aparthotels FOCUS: Smoke extraction system	How to protect against vandalism? <b>IFSEC LONDON</b> <b>SECURITY SAFETY MEETINGS</b> <b>PRÉVENTICA LYON</b> Media Partner – Bonus Exhibition circulation!	April 14
N° 266 Jul/Aug	VIDEOSURVEILLANCE: High resistant camera ACCESS CONTROL: Automatic doors access control INTRUSION: Developing your Anti-Intrusion system FIRE: Fire alarms RISK: Protecting vehicles FOCUS: Automatic barriers	Security & IoT	Jun 11
Sept	<b>2022 ANNUAL BUYER'S GUIDE</b> (Sent with issue n° 267 Sept/Oct and bonus circulation on Expoprotection 2021)		Aug 13
N° 267 Sept/Oct	VIDEOSURVEILLANCE: Mobile video surveillance ACCESS CONTROL: Vehicle access INTRUSION: Early detection FIRE: Eco-friendly fire safety RISK: Tourist sites FOCUS: HR Camera	EXPOPROTECTION 2021 SPECIAL SECTION Media Partner – Exhibition bonus circulation! Facial Recognition & Identification: tomorrow's biometric technology <b>PRÉVENTICA LILLE</b> <b>LES TROPHÉES DE LA SÉCURITÉ</b> <b>IBS (INTELLIGENT BUILDING SYSTEMS)</b> <b>MILIPOL PARIS</b> Media Partner – Exhibitions bonus circulation!	Aug 13
Nov	<b>PRIVATE SECURITY SPECIAL ISSUE</b> (Sent with issue N° 268) Hospital security • How to choose your Private Security partner? • Private Security training • Mobile camera • Technology & Men		Oct 15
N° 268 Nov/Dec	VIDEOSURVEILLANCE: How to compress ACCESS CONTROL: Access Control and Computerised Ticketing INTRUSION: Telesurveillance system FIRE: Mechanical smoke control RISK: Health care FOCUS: Drones	French key sporting events (2023 Rugby World Cup, 2024 Olympic Games) security technology <b>COLLOQUE CDSE</b> <b>PRÉVENTICA PARIS</b> Media Partner – Exhibition bonus circulation!	Oct 15
N° 269 Jan/Feb	VIDEOSURVEILLANCE: 360° vision ACCESS CONTROL: Smartphone access control INTRUSION: Security fencing FIRE: Water mist RISK: Large sites FOCUS: Vandal Resistant camera	Security system maintenance	Dec 10



www.protectionsecurite-magazine.fr

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**IF YOU WISH  
TO INTERVENE  
ON A SUBJECT,  
DO NOT HESITATE  
TO CONTACT US.**



We can then work with you on a joint deal editorial/advertising which will increase your exposure and achieve your goals within your budget.

